U.S.ARMY

THE OFFICIAL BRANDING
TOOLKITPRO

WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Version 1.0

« Table of Contents »

Brand Diagram (Homepage)

WWW.ARMY.MIL is the Official Homepage of the United States Army. Below illustrates how all of the components of this Branding Toolkit come together to create a cohesive look and feel for the U.S Army's Homepage. Major sections are highlighted in red and are numbered 1 - 7.

DESIGN TIP

When hovering over an active link, the text should turn to a specific shade of green: HEX #7B8738.

1. NAVIGATION
Simple drop-down navigation

2. TOP HEADLINES
Key stories of the day

3. ARMY MEDIA PLAYER
U.S. Army video player

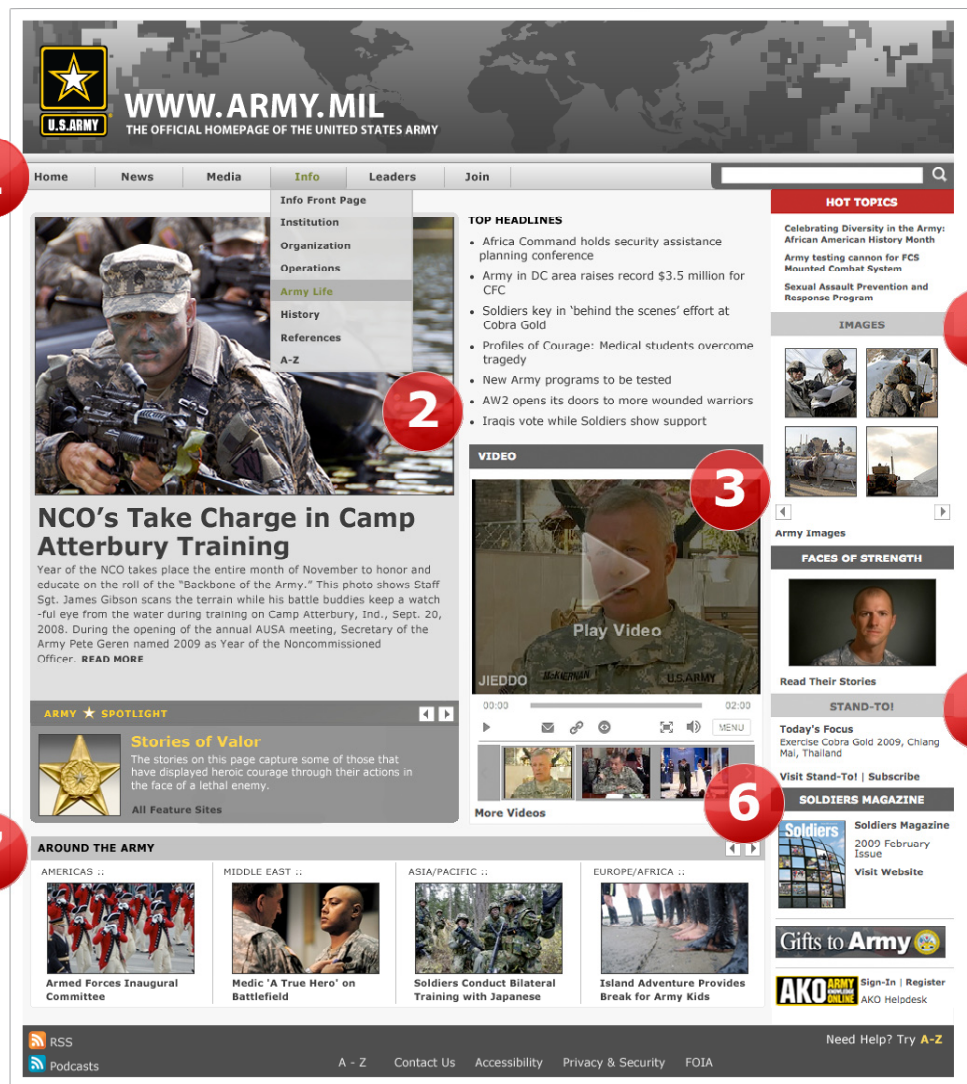**4. ARMY IMAGES**
User-friendly photo gallery

5. STAND-TO!
Daily focus topic in the Army

6. SOLDIERS MAGAZINE
Official magazine of the U.S. Army

7. AROUND THE ARMY
News highlights

≪ **Brand Diagram** (News Article) ≫

The News Article page features many elements, such as story highlights, related links, related articles, photos, videos, and even audio clips. Readers have the option of sharing stories on various websites by clicking the share button. Major sections of the News Article page are highlighted in red and are numbered 1 - 4.

≪ **DESIGN TIP** ≫

When uploading story images, be sure to upload the highest resolution possible for the best quality.

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1. STORY HIGHLIGHTS
   Bullet points of story highlights
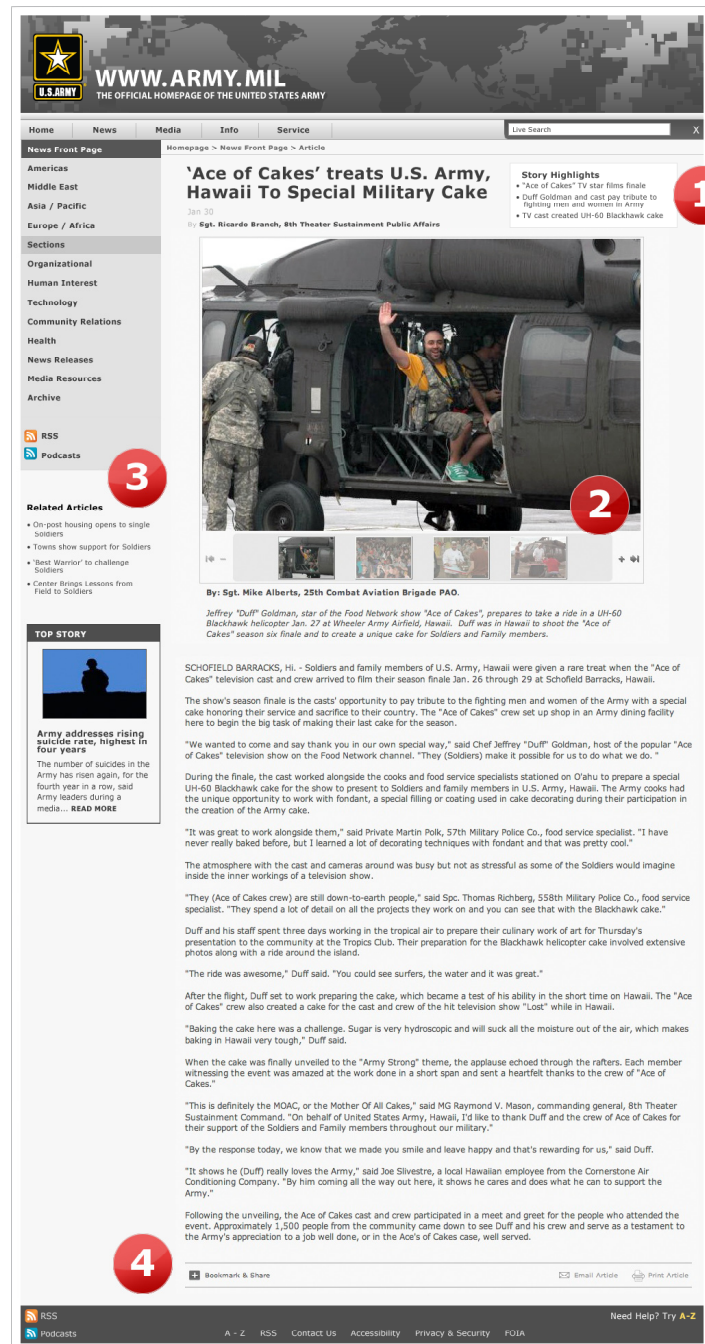
2. STORY IMAGES
   Prominent images with ability to scroll inside story

3. RELATED ARTICLES
   Articles that may relate to the current article

4. SOCIAL MEDIA
   Ability to share stories easily with social networking sites

« U.S. Army Logo »

The U.S. Army star logo should appear on the front and back of all collateral materials and in a prominent place on every page of an Army website. ARMY.MIL has defined the top left corner as the standard location when using the new banner.

« DESIGN TIP »

The U.S. Army star logo with the black registered trademark is to be used on light backgrounds and the yellow registered trademark is to be used on dark backgrounds.
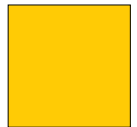
STYLES & USAGE:

** do not alter the logo in any way

COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 204 b 0
Hexachrome
#FFCB05
Pantone
123 C

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 241 g 241 b 241
Hexachrome
#FFFFFF
Pantone
White

Process CMYK
c 68 m 61 y 60 k 49
RGB
r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

RIGHT WAY:

WRONG WAY:

« ARMY.MIL Logo »

The ARMY.MIL URL logo should appear in a prominent place. The mark should always use the same tracking, and vertical/horizontal scale. Two colors are acceptable when using this logo mark with collateral. See below for further explanation.

« DESIGN TIP »

Always adjust kerning so there is equal space on left and right of the dot in WWW. ARMY.MIL.

WEB USAGE:

WWW.ARMY.MIL — 36pt

Tracking = 10px

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY — 13pt

Tracking = 15px
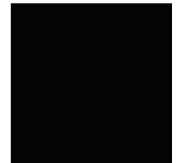
Font:	Myriad
Style:	ALL CAPS
Weight:	**bold**
Colors:	#000000
	#FFFFFF

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

PRINT USAGE:

WWW.ARMY.MIL — 17pt

Tracking = 10px

Font:	Myriad
Style:	ALL CAPS
Weight:	**bold**
Colors:	#000000	#FFFFFF

RIGHT WAY:

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

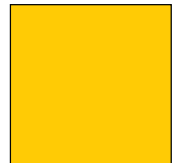## WRONG WAY:

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY
WWW.ARMY.MIL

COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C
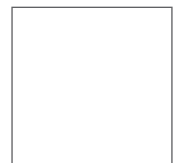
Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White

« ARMY.MIL Banner »

The ARMY.MIL banner should appear at the top of all website pages, before the content. The banner is not editable, unless it is a part of the template for an Organization Page (see page 15). All U.S. Army Logos must link back to WWW. ARMY.MIL.

« DESIGN TIP »

The white border surrounding the ARMY.MIL banner and content area is 14px wide.

GENERAL USAGE:

142px

997px
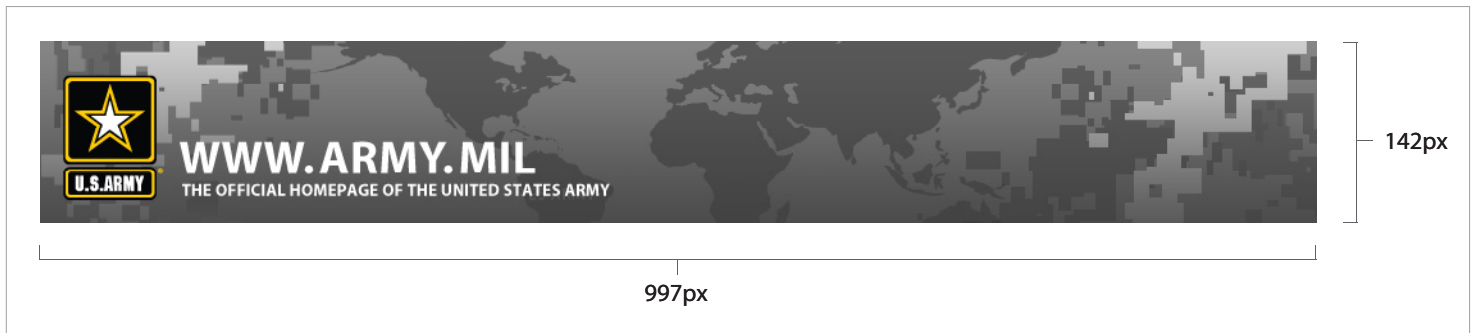
WRONG WAY:

WRONG WAY:

** See page 16 for Organization Pages banner

« Colors »

General colors are used heavily throughout the entire website, including logos, headers, and body text. The background colors used throughout the site are all within the gray color palatte. Look below for more details about the colors used on ARMY.MIL.

« DESIGN TIP »

All article headers and copy text on ARMY.MIL are a specific shade of gray: HEX #3D3D3D.

GENERAL COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White

Process CMYK
c 68 m 61 y 60 k 49
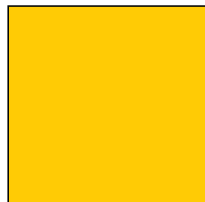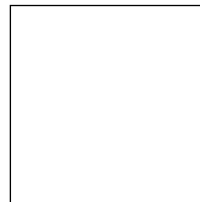**RGB**
r 62 g 62 b 62
Hexachrome
#3D3D3D
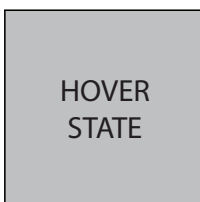**Pantone**
Cool Gray 10 C

WEB BACKGROUND COLORS:

CONTENT AREA
Hexachrome
#F7F7F7

LEFT NAV AREA
Hexachrome
#C2C2C2

HOVER STATE
Hexachrome
#B4B4B4

LEFT NAV ACTIVE
Hexachrome
#4E4E4E

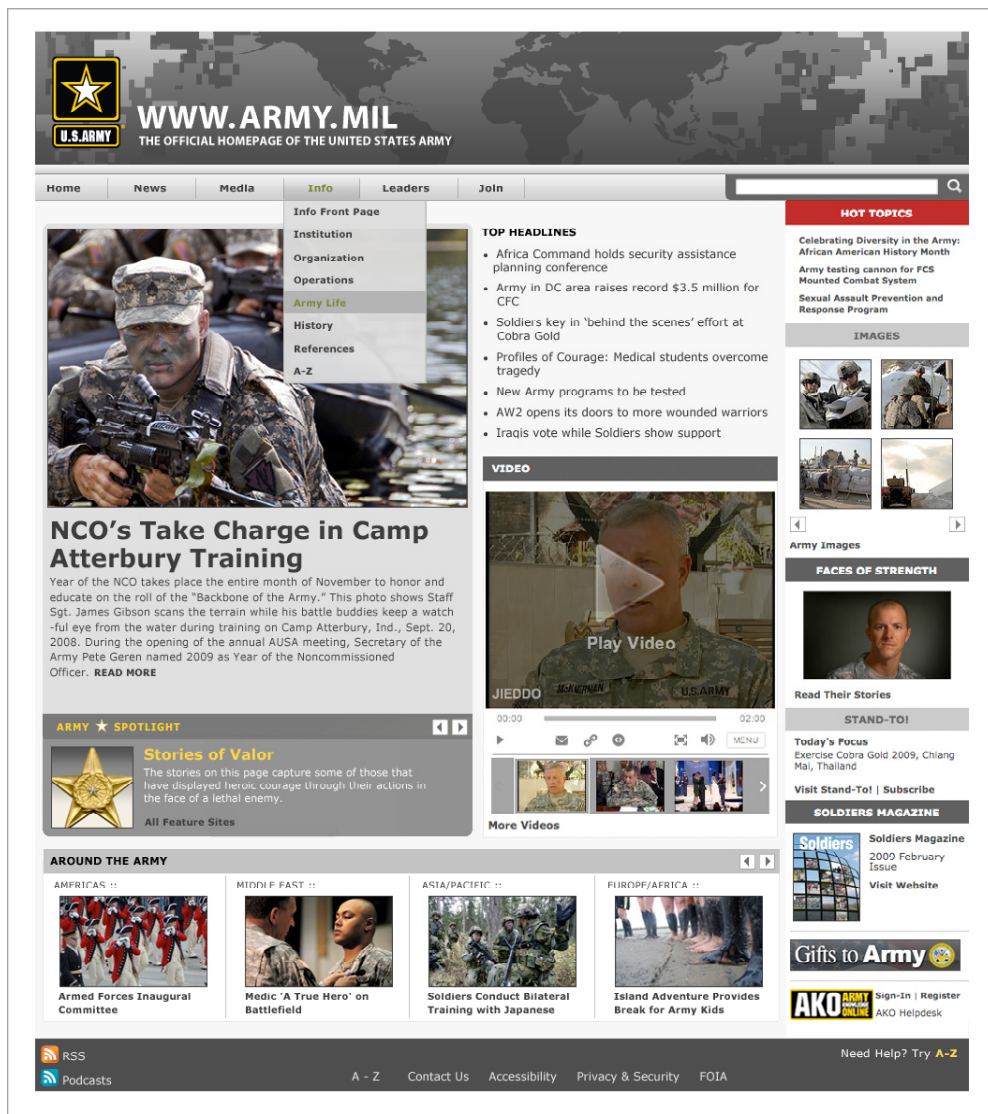** see page 17 for Organization Pages colors

« Typography »

Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the Homepage.

« DESIGN TIP »

All content text on ARMY.MIL is in the Verdana typeface and in HEX #3D3D3D, unless otherwise noted.

HOMEPAGE FONT:

NAVIGATION = 11px
Weight: **bold**

TOP HEADLINES (ALL-CAPS) = 11px
Weight: **bold** Color: #000000

TOP HEADLINES COPY = 12px
Weight: nomal

LEAD HEADLINE = 25px
Weight: **bold**

LEAD HEADLINE COPY = 11px
Weight: nomal

SPOTLIGHT SUBHEAD (ALL-CAPS) = 10px
Weight: **bold** Color: #FFD54A

SPOTLIGHT HEADLINE = 15px
Weight: **bold** Color: #FFD54A

SPOTLIGHT COPY = 11px
Weight: normal

** see page 6 for banner font, page 11 for footer font

** Hot Topics, Faces of Strength, and Soldiers Magazine are in HEX #FFFFFF, **bold**, ALL-CAPS

** Around The Army is in HEX #000000, **bold**, ALL-CAPS

Typography

Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the article page as well as overall font colors.

DESIGN TIP

The green font color (HEX #7B8738) should only be used for the hover state of an active link.

NEWS ARTICLE FONT:

Homepage > News Front Page > Article

Iraqis vote while Soldiers show support

Feb 02

By **Scott Flenner**

By: Scott Flenner.

Staff Sgt. Benjamin LeBeau, a team leader for the Command Security Detachment, 3rd Brigade Combat Team, 4th Infantry Division, Multi-National Division-Baghdad, takes a knee while providing security during the Iraqi provincial elections in the Adhamiyah District of Baghdad Jan. 31.

ADHAMIYAH, Iraq (Army News Service, Feb. 2, 2009) - U.S. Soldiers assisted the Iraqi forces with security, while Iraqis in Baghdad exercised their democratic right to vote Jan 31.

"Our mission today is to allow the Iraqis to completely take the lead on this election process, and we will be out in sector for support if they need us," said 1st Lt. Jeff Nelson, who serves as a platoon leader for the command security detachment, Headquarters Troop, 3rd Brigade Combat Team, 4th Infantry Division.

With Iraq in the lead, Soldiers had specific and detailed guidelines to follow during these elections while out in sector.

"Do not interfere. Do not influence, and do not get in the way of today's elections" said Col. John Hort, a native of Fayetteville, N.C., who serves as the commander of 3rd BCT.

The main support provided by the Soldiers was assisting the Iraqi Security Forces in northeast Baghdad to enforce a vehicle ban that was emplaced by the government of Iraq for a 24-hour period during the elections to minimize threats. The 24-hour ban was lifted about nine hours after it was emplaced due to improvement of security throughout the area.

"Things are going really well. Everyone seems to be in a pretty good mood, and there was a good turnout near the sites we stopped," said Nelson, a native of Rockport, Texas.

The added security provided by the ISF and the Soldiers, allowed for a large number of Iraqis to place their vote for the first time since 2005.

"This is the best thing we can do [voting]. It is how the people can change the government to help us," said an Iraqi resident from the Adhamiyah District of Baghdad. "Democracy is good; we need democracy."

(Scott Flenner serves with the 3rd Brigade Combat Team, 4th Infantry Division)

Bookmark & Share   Email Article   Print Article

HEADLINE = 22px

Font: Verdana
Style: normal
Weight: **bold**
Color: #3D3D3D

COPY = 12px

Font: Verdana
Style: normal
Weight: regular
Color: #3D3D3D

FONT COLORS:

Process CMYK
c 68 m 61 y 60 k 49
RGB
r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White

Hexachrome
#7B8738

« Typography »

Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the Front Page. In addition, the font sizes and colors for the footer are shown.

« DESIGN TIP »

For visual hierarchy, the font sizes in the Section Front Page lead headline box are slightly larger than the text below.

SECTION FRONT PAGE FONT:

Homepage > News Front Page

Iraqis vote while Soldiers show support

U.S. Soldiers assisted the Iraqi forces with security, while Iraqis in Baghdad exercised their democratic right to vote Jan 31. ...READ MORE

LEAD HEADLINE = 12px
Weight: **bold**

LEAD COPY = 11px
Weight: normal

TOP STORIES

Army pulls body armor, despite assertion of safety
The Army is collecting more than 16,000 sets of body armor ballistic inserts, even though it...MORE

New bridge brings hope, safety to Afghanistan's Panjshir valley
WASHINGTON – More than 100 Afghans and Panjshir Provincial Reconstruction Team members attended...MORE

Officials congratulate Iraqis for successful provincial elections
WASHINGTON – Senior military officials congratulated the Iraqi people for holding provincial...MORE

SUBHEAD (ALL-CAPS) = 12px
Weight: **bold** Color: #FFFFFF

MAIN HEADLINE = 10px
Weight: **bold**

MAIN COPY = 10px
Weight: normal

DEFAULT IMAGE
If a story has no image uploaded with it, the Army Seal becomes the default

FOOTER FONT:

RSS
Podcasts

Need help? Try A-Z

A - Z   RSS   Contact Us   Accessibility   Privacy & Security   FOIA

FOOTER = 12px
Weight: normal
Color: #E3E3E3

A-Z
Color: #FFCB05

« Images »

Images on ARMY.MIL are generated into five standard sizes, which are used throughout the site in various locations. Below are the image sizes and the location in which they belong (see page 17 for Organization Page usage).

« DESIGN TIP »

Each image should be outlined with a 1px solid border in the HEX #3D3D3D gray color.

SIZES & PLACEMENT:

1

News Article Page (640px in width)

2

Top Story on Homepage (446 x 300px)

3

Front Page Feature Story (342 x 228px)

4

Army Images (150 x 100px)

5

Thumbnail (100px in width)

** not actual size of images

ORGANIZATION PAGES

WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Version 1.0

« **Brand Diagram** (Organization Pages) »

This condensed Organization Page is available to organizations who wish to have a presence on ARMY.MIL. The page is in a 3-column layout and can be customized to include a short bio, top stories, videos of interest, and related links. In addition, the left-hand navigation can be used to add subpages.

« **DESIGN TIP** »

Be selective when choosing content for your page. If you can, try to balance the spread with video, images, and stories.

1. BANNER
Altered banner to accomodate organization name on left and logo on right
see page 16 for details

2. NAVIGATION
Left-hand navigation can be customized to allow for any number of subpages

3. TOP STORIES
This section will load top news related to the organization

4. ADDITIONAL STORIES
Overflow area for more stories without images

≪ **Brand Diagram** (Organization Pages) ≫

≪ **DESIGN TIP** ≫

This detailed Organization Page is the in-depth version of the 3-column layout depicted on page 14. It can also be customized to include a short bio, top stories, videos of interest, and related links. In addition, the left-hand navigation can be used to add subpages.

Be selective when choosing content for your page. If you can, try to balance the spread with video, images, and stories.

1. BANNER
Altered banner to accomodate organization name on left and logo on right

see page 16 for details

2. NAVIGATION
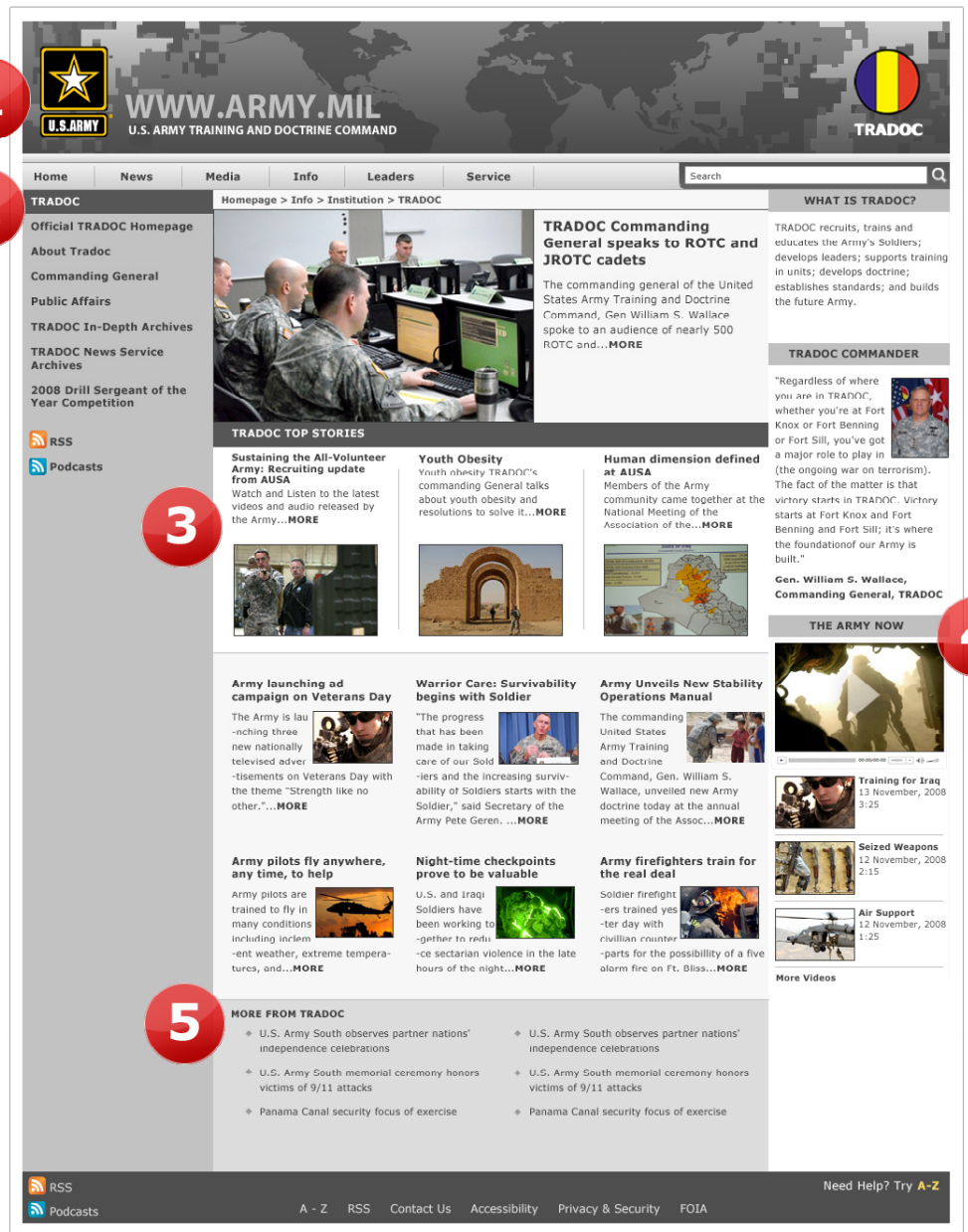Left-hand navigation can be customized to allow for any number of subpages

3. TOP STORIES
This section will load top news related to the organization

4. VIDEO PLAYER
An optional video player is available, which pulls top videos from ARMY.MIL

## 5. ADDITIONAL STORIES
Overflow area for more stories without images

« **Brand Diagram** (Organization Pages) »

The Organization Page banner can be customized to fit the name of the organization spelled-out underneath WWW.ARMY.MIL. The editable text in the banner should be HEX #FFFFFF, **bold**, and in ALL-CAPS. The banner may include a logo on the right and can be no larger than 107x107px.

« **DESIGN TIP** »

When uploading a logo for the banner, ensure that your logo has no unsightly background. Trace around the logo and save as a .gif or .png.

ORGANIZATION BANNER USAGE:

142px

997px
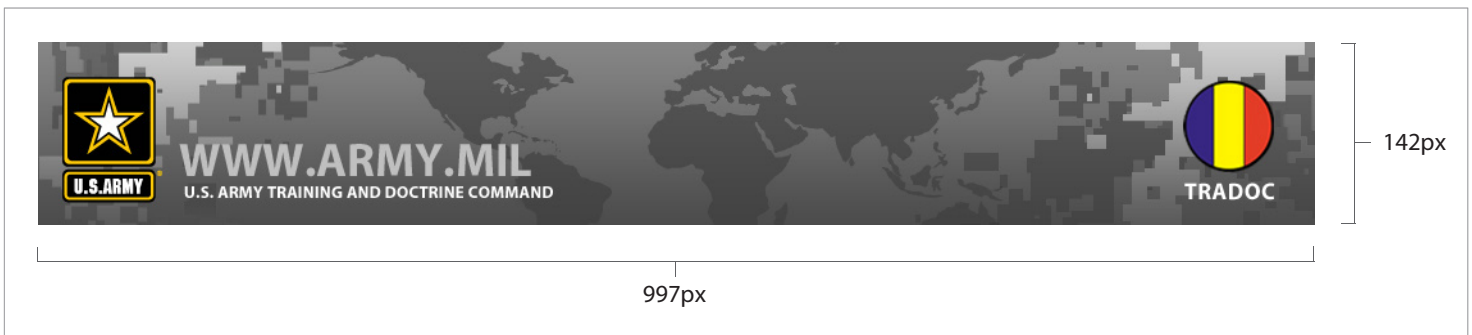
** organization name under WWW.ARMY.MIL is 12 px

** organization acronym below logo is 16px

WRONG WAY:

1. BANNER
The "WWW.ARMY.MIL" URL in the banner is uneditable. It is also a different color gray from the regular site to signify that it is an Organizations Page on ARMY.MIL.

2. EDITABLE TEXT
The white smaller text below WWW.ARMY.MIL is editable. This is where the Organization will spell out their acronym. i.e. TRADOC will write out "TRAINING AND DOCTRINE COMMAND"

3. LOGO PLACEMENT
The Organization's logo goes on the right side of the banner. The acronym is to be placed in the editable text layer below the logo.

4. BACKGROUND
Background elements like the ACU pattern, map and gradient are not editable in the banner.

Brand Diagram (Organization Pages)

This page serves as a guide to creating your own Organization Page. Follow the styles and usage of this guide and the page will be consistent with the ARMY.MIL branding. Anything outside of these styles do not adhere to ARMY.MIL standards.

DESIGN TIP

For the paragraph text on the Organization Page, use Verdana typeface, 11px, left-aligned in HEX #3D3D3D as the standard. The font is included in template .zip file.

MAKE YOUR OWN WEB PAGE:

NAME OF ORGANIZATION
Spelled-out below
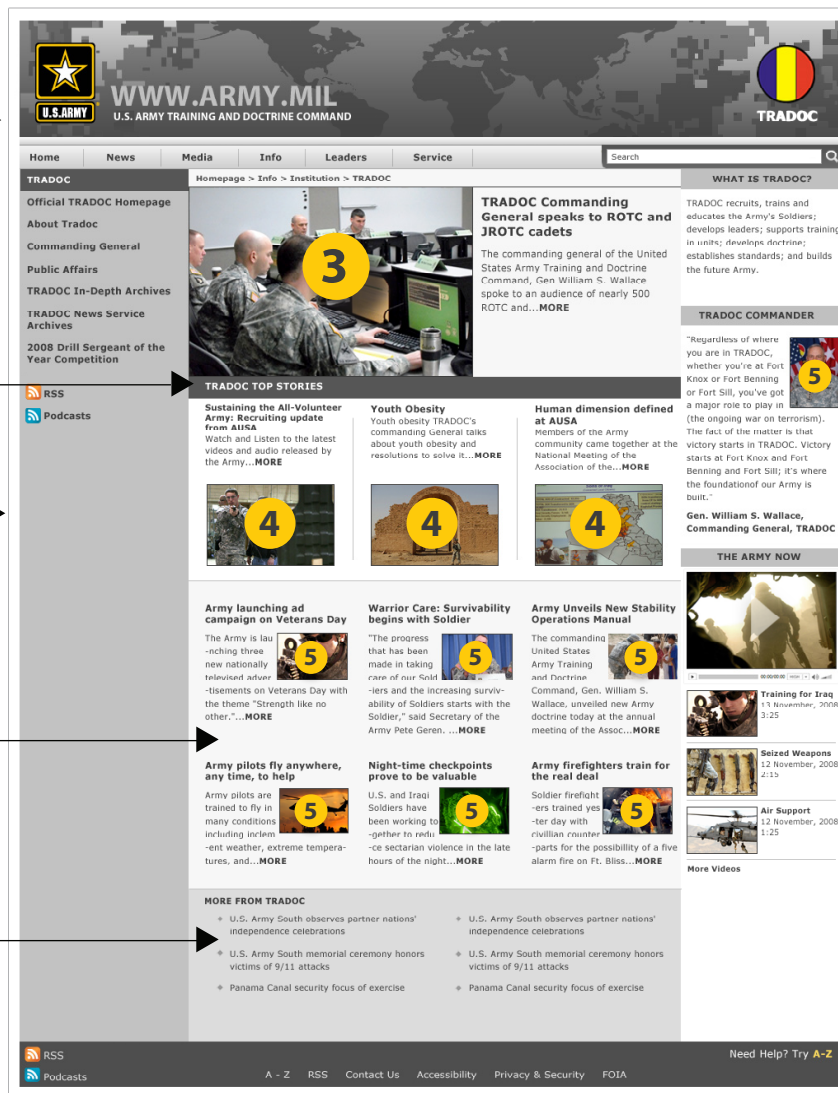WWW.ARMY.MIL
Color: #FFFFFF

SUBHEAD BACKGROUND
Color: #565656

NAVIGATION BACKGROUND
Color: #C2C2C2

NAVIGATION TEXT
Weight: **bold**

CENTER BACKGROUND
Color: #F7F7F7

ADDITIONAL STORIES BACKGROUND
Color: #DCDCDC

ORGANIZATION LOGO
Size: 107x107px
Align: Right

COLUMN HEADER BACKGROUND
Color: #C0C0C0

COLUMN HEADER TEXT
Align: Center
Weight: **bold**

OPTIONAL VIDEO PLAYER

3 342x228px

4 150x100px

5 100px in width

** see page 12 for Images

** see page 11 for Section Front Page fonts